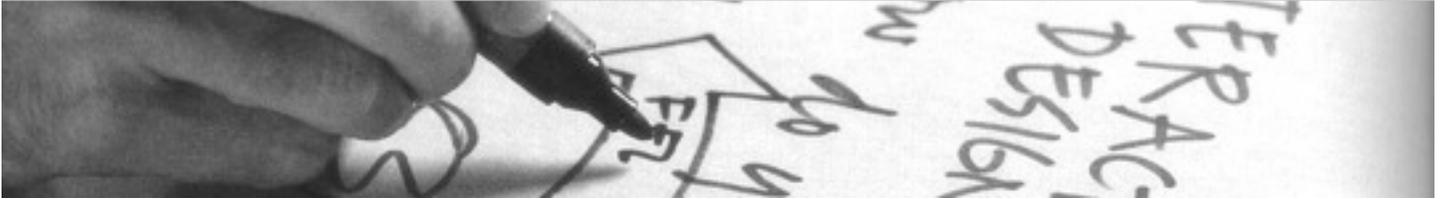


Fall 2009

Interaction: Core Studio



Course Information

BFA Design & Technology Studio
 PUDT 2110 A, CRN 3971, Fall 2009
 Mondays and Thursdays, 12:00 to 2:40 p.m.
 2 West 13th Street, Room 1013

Course Faculty

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 Office hours: Mondays, 3:00 to 5:00 p.m., Tuesdays, 1:00 to 3:00 p.m.

Course Description

This course is an intensive project-based studio, focusing of the principles and elements of interactive and online media. Students will produce projects with increasing complexity, focusing on historic precedents, information architecture, media integration and future developments. Emphasis is on a critical awareness of new technologies, an articulated design process, creative engagement with the medium and principles of user experience

Learning Outcomes

Upon completion of this class, you should be able to:

1. Demonstrate a solid understanding of interface design principles
2. Prototype, build and test a digital interactive product, based on the principles of usability
3. Participate effectively within a collaborative workflow
4. Articulate the concepts and problems within their design process
5. Research and present the work of a pivotal new media artist or designer
6. Discuss key concepts within interactive media development
7. Creatively address new possibilities within interactive media

Class Procedures

All standard student handbook policies apply to this studio course, especially the University's Academic Integrity Policy and Attendance Policy. Specifically, this means that the faculty member will enforce guidelines regarding plagiarism and properly crediting sources. In addition, the faculty member will strictly enforce the Attendance Policy by *failing* students who accrue *more than three absences*. Frequent tardiness may contribute towards your absence count. Manage your vertical commute.

Post your assignments to your student website (<http://a.parsons.edu/~username>) per the instruction of the faculty *before each class*. Be prepared to present and discuss your own work and actively participate in the design critique of all students and discussion topics.

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Students may be assigned to two groups which regularly present on either the first or second class meeting per week. On class sessions when you are not scheduled to present, you are still expected to vigorously engage in the critical discourse of your peer presentations.

Grading Criteria

Students will be evaluated for a final course grade as follows:

Class Participation	20%
Unit 1 Assignments	20%
Unit 2 Midterm	20%
Unit 3 Final Review	20%
Final Delivery	20%

Letter grades will be awarded based on a summary evaluation of the above course components.

Required Texts

Students will be provided PDF readings from various primary and secondary texts in the field of interaction design. These PDF readings will be distributed on a courseware system to prevent unauthorized distribution. You are strongly encouraged to obtain these texts to add to your interaction design library.

The New Media Reader, Ed. Noah Wardrip-Fruin and Nick Montfort, The MIT Press, Cambridge, 2003.

About Face 3: The Essentials of Interaction Design, Alan Cooper, Robert Reimann, David Cronin, Wiley, 3rd Edition, 2007.

The Design of Everyday Things, Donald Norman, Basic Books, 2002.

Designing Interactions, Bill Moggridge, The MIT Press, Cambridge, 2007.

Don't Make Me Think, Steve Krug, New Riders Press, 2nd Edition, 2005.

Online Resources

The course will examine numerous websites related to the field of interaction design. Students are encouraged to use social computing tools to document and connect your research online. Suggested tools include Delicious to save and tag bookmarks, Twitter to share what you're reading or thinking about, and any web-log tool to record commentary and research. In addition, a Moodle courseware site for the course will be hosted at <http://dave.parsons.edu/courses> and students will be directed on how to use the courseware to submit assignments and follow the progress of the course.

Writing

Students will be expected to submit creative briefs along with their assignments. This design writing should be carefully edited, proofread and voiced. Students should use the University Writing Center as required to submit academic quality writing. In addition, students are expected to keep a sketchbook and blog their project work and related research.

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Course Outline

Week 1	8/31/2009	Unit 1:	Human-Human Interaction	Introductions
	9/3/2009	Present	<i>Persuasion</i>	Interaction Assignment #1
Week 2	9/7/2009		<i>Labor Day, No Class</i>	
	9/10/2009	Present	<i>Intervention</i>	Interaction Assignment #2
Week 3	9/14/2009	Prototype	<i>Simulation</i>	Interaction Assignment #3
	9/17/2009	Present	<i>Simulation</i>	
Week 4	9/21/2009	Unit 2:	Human-Computer Interaction	Readings assigned
	9/24/2009	Research	<i>Mobile/Web/Installation</i>	Select project option
Week 5	9/28/2009	Present	Research	Conduct field research
	10/1/2009	Present	Boards, Sketches, Maps	Organize research
Week 6	10/5/2009	Prototype	<i>Mobile/Web/Installation</i>	Readings assigned
	10/8/2009	Present	Prototype	Paper prototypes
Week 7	10/12/2009	Iterate	Prototype	Digital prototypes
	10/15/2009	Iterate	Prototype	Digital prototypes
Week 8	10/19/2009	Present	Process	Document process
	10/22/2009	Present	Process	Rehearse presentation
Week 9	10/26/2009	Present	MIDTERM	Formal critique
	10/29/2009			
Week 10	11/2/2009	Unit 3:	Computer-Computer Interaction	Assign Final Project
	11/5/2009	Research	Precedents	Reading assigned
Week 11	11/9/2009	Present	Research	
	11/12/2009	Prototype	Concepts	Reading assigned
Week 12	11/16/2009	Test	Prototypes	
	11/19/2009	Iterate	Prototypes	Reading assigned
Week 13	11/23/2009	Refine	Presentation	

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	11/26/2009		<i>Thanksgiving, No Class</i>	
Week 14	11/30/2009	Present	FINAL REVIEWS	Formal critique
	12/3/2009			
Week 15	12/7/2009		FINAL DELIVERY	Semester documentation
	12/10/2009			

Unit 1: Human-Human Interaction

Before getting lost in a computer, we first explore the interface between people. We will perform three short interaction exercises to explore and define the essential mechanics of human behavior; the importance of testing and documentation, and evaluate your ability to rapidly prototype concepts. You will be assigned into small teams to collaborate on these exercises.

1. *Persuasion*

Media	Interaction situated in public space
Objective	Persuade an individual to perform a verifiable action
Constraint	Create high-impact signage to motivate a target behavior
Outcome	Photo or video documentation of user interactions

2. *Intervention*

Media	Interaction in online space
Objective	Design a provocation online that attempts to meaningfully reframe a topic or issue
Constraint	You only have 1 week to generate documented results
Outcome	Screenshots or video of the interactions between users

3. *Simulation*

Media	Small group interaction
Objective	Design a game-like interaction that uses role-play to simulate a machine process
Constraint	You only have 1 minute to teach your players how to play
Outcome	In-class testing will evaluate design

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Unit 2: Human-Computer Interaction (HCI)

In this unit, we will explore the relationship between the user-subject and the device-object. You will *choose one of the following* project options for a redesign project. The class will be grouped into collaboration teams based on your choices to share research and testing procedures. Students may choose to form small teams or submit individually.

1. *iPhone App*

Media	Mobile Locative Touchscreen
Objective	Design an original iPhone App in mockup or prototype form
Constraint	Use the standard iPhone OS vernacular wherever possible

2. *Web Tool*

Media	Browser-based
Objective	Devise a concept for an original web tool or destination
Constraint	Exploit public API features to build upon existing services

3. *Installation*

Media	Situated display or object
Objective	Install a persuasive or expressive interaction on campus
Constraint	Use Processing, Flash or Web standards to execute the concept

Unit 3: Computer-Computer Interaction

In our final unit, we will explore the idea of computers as autonomous agents capable of interfacing with each other. Examples of new media art, data driven applications, autonomous objects and notions of artificial intelligence will be explored. During this unit, you will self-design a final project for the semester, reflecting your interests and newly developing interaction design abilities. These final projects do not need to explore the theme of computer-computer interaction, but instead, should synthesize your research in this and other classes towards your own design endeavor.